



Definition of Goals, Targets and Forecasts

A **goal** is something that we want to achieve, however, not necessarily a numeric number. For example, the Hawaii Tourism Authority's overall goal, as found in its Strategic Plan, Ke Kumu, is to increase visitor expenditures.

A **target** is where we intend to be and usually is in numeric form. In January 2003, the HTA board approved the 2003 visitor targets.

HTA 2003 TARGETS

	Value	% change	Visitor days	Value	% change
Total Spending			Total	61,971,065	4.3
Total (\$mill.)	11,099.9	7.3	U.S. West	25,562,949	3.0
U.S. West	3,575.9	6.1	U.S. East	17,345,363	2.0
U.S. East	2,953.8	4.5	Japan	9,805,968	10.0
Japan	2,506.7	12.5	Canada	2,620,524	5.0
Canada	397.0	6.6	Other Geographic	6,636,261	7.0
Other Geographic	1,293.7	8.6			
Other Business Sup	372.8	5.0	Visitor arrivals		
			Total	6,729,459	4.8
\$PPPD Spending			U.S. West	2,582,116	3.0
Total (\$mill.)	179.11	2.9	U.S. East	1,637,900	2.0
U.S. West	139.89	3.0	Japan	1,626,197	10.0
U.S. East	170.30	2.5	Canada	208,143	5.0
Japan	255.63	2.25	Other Geographic	675,103	7.0
Canada	151.50	1.5			
Other Geographic	194.94	1.5	Length of Stay		
			Total	9.21	-0.5
			U.S. West	9.90	0.0
			U.S. East	10.59	0.0
			Japan	6.03	0.0
			Canada	12.59	0.0
			Other Geographic	9.83	0.0

A **forecast** is a prediction or a projection. In developing targets, one could use a forecast to help predict or project where things may be in the future. The Department of Business, Economic Development and Tourism (DBEDT) develops quarterly forecasts on key economic indicators, such as visitor arrivals and visitor expenditures, for the state. DBEDT's latest forecast was done in December 2002.